



CUSTOMER & TECHNOLOGY EXPERIENCE

Advanced digital workplace management solutions

 June 2024

Customer & Technology Experience

In the Customer & Technology Experience events, successful customer experiences from leading players in their sectors are analyzed to provide the market with **an independent view of the value** that different solutions, services, or methodologies can offer.

Evaluations are based on data provided by the supplier, customer experience, and analysis by **PENTEIO** professionals.

Digital Workplace: A physical and/or virtual IT environment that companies provide to their employees to perform their duties, aiming to support business objectives and add value through corporate and/or personal applications, platforms, hardware, and devices. It is also part of the corporate strategy to encourage the use of digital assets by employees through an attractive, comfortable, and intuitive workplace environment that is also productive and allows for creating a stronger connection with the organization, as it reflects the company's culture.

→ Continue reading

PENTEIO

Context (1/3)

- Since the pandemic, the **digital workplace has been brought to the forefront** so organizations and employees can continue their operations and tasks. This has led to new approaches to remote work and collaboration, along with new demands for digital workplace management outsourcing services.
- The **advent of generative AI has thrust us into the era of Artificial Intelligence**. In the digital workplace, this manifests in assistants and copilots embedded in productivity and collaboration solutions, and virtual agents based on expert linguistic models specific to company information are beginning to be adopted.
- **Collaboration and productivity solutions, mobility, automation, advanced data analytics, artificial intelligence, cybersecurity, augmented reality, or sensorization, combined with remote support, user and device behavior monitoring and observation, self-healing, and the consumerization of hardware and consumables,** are now **consolidated offerings in the digital workplace service provider catalog**.
- In this new work environment, the goal is to **maximize the capacity and productivity of collaborators while considering their well-being and connection to the company**. This leads to **high adoption rates** of digital tools—those enabling remote collaboration and communication.

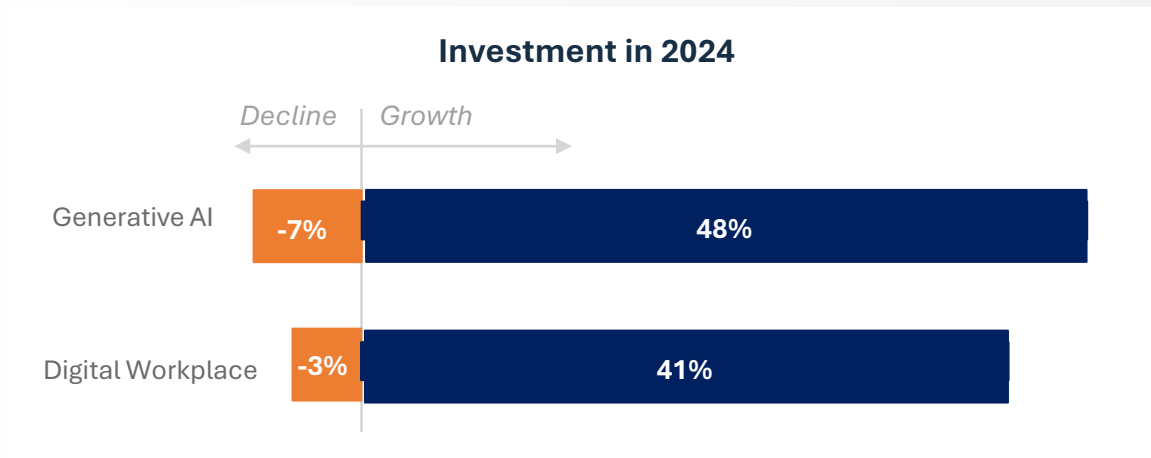


Context (2/3)

- **Commercial offerings are also evolving, with an increase in contracts linked to achieving business outcomes and XLAs.** These models are highly transformational and require adoption phases to implement services (technology, processes, and change management). Often, client companies prefer to start with less disruptive models and focus on operational excellence and incremental innovation with continuous improvement until a full transformation is achieved in the long term.
- **Energy sustainability is also present as an indirect offering from providers** that monitor the carbon footprint in the quest to reduce it to zero, implementing processes for intelligent use of assets and resources, even achieving and accrediting specific certifications.
- **Clients expect a verticalized digital workplace** offering that inherently understands business needs. Providers are responding by designing specific utility solutions that are effective from the outset.
- In the coming years, **we will continue to see the evolution of the workplace through large-scale automation with personalized services for each user based on past activities and preferred methods of support and interaction. Generative AI will be a great ally in this.**
- The provision and management of the workplace—that is, the user experience offered—combined with more inspirational aspects such as the company’s mission and purpose will be part of the elements to attract and retain talent.

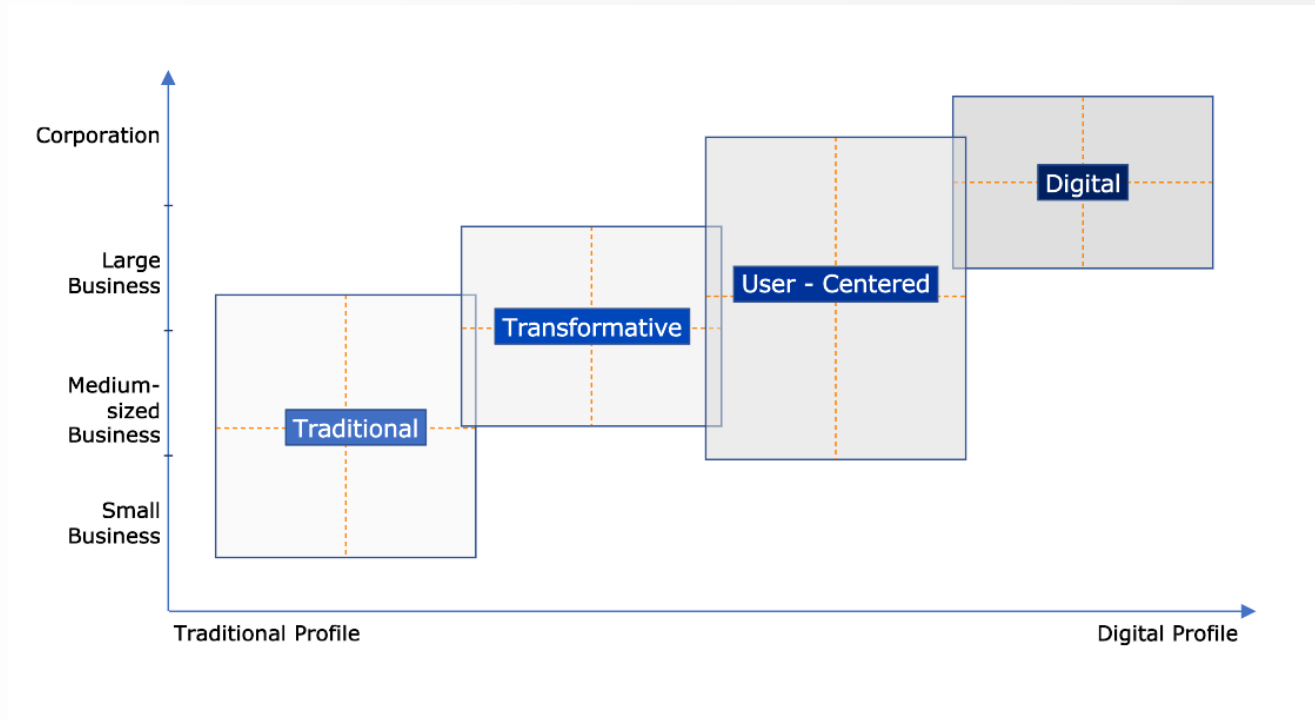
Context (3/3)

- Consequently, this increase is also reflected in the technology budgets of Spanish organizations. Almost half of the companies will increase their investment in 2024 in projects involving this technology, **focusing on boosting productivity in the short term in the workplace.**



Customer Archetypes (1/4)

Providers tailor their offerings according to the type of client. Not all aim to provide traditional services based on the workforce or pure technology management; instead, they seek an advanced service model, often involving a transformation plan whose success depends significantly on the client's organizational temperament. Based on their approach to the evolution of the workplace linked to digital maturity, clients can be classified according to the complexity of the workplace environment and the level of integration of the company's IT with its business, based on the following types:



Customer Archetypes (2/4)

Each of these customer archetypes can be defined as follows::

Traditionals	Transformative	User - Centered	Digital
<ul style="list-style-type: none"> • Focused on the short term, cost reduction, and process optimization. • Support based on FTEs, with initial steps towards automating highly repetitive processes. • Projects run in parallel, lacking an aggregated vision. • Basic self-service, portals with static FAQs, but actively seeking solutions to reduce support costs for remote workers. • Cloud-based productivity and collaboration suites, basic licensing, with some underutilization of potential. • Remote work only when necessary. • Limited business mobility, only what's strictly necessary. 	<ul style="list-style-type: none"> • Transform IT to become a value creator for the business, not just an operator. • Support based on the volume of users or managed devices. • Advanced self-service portals. • Selective automation with the goal of scaling where there is a clear return. • Re-formulation of processes, not just optimization. • Support with continuous improvement, analyzing what hasn't worked. • As-a-Service models. • BYOD/COPE policies. • Collaboration spaces. • Mobility/Remote work throughout the organization. • Emphasis on information security 	<ul style="list-style-type: none"> • Putting the user at the center to execute the company's value chain, promoting digital proficiency. • User and customer satisfaction, using data analytics for improvement. • Deployment of new technologies to seek flexibility and work-life balance. • Support based on the volume of users or managed devices. Industrialized services. • Advanced self-service portals with virtual agent integration. • Automation at scale. • Collaboration spaces. • BYOD/COPE policies. • Mobility/Remote work across the entire organization. • Emphasis on information security. 	<ul style="list-style-type: none"> • Internal user and customer experience measured beyond satisfaction (XLAs) and operational indicators. • Use of advanced and real-time analytics. • Support based on the volume of users or managed devices. Industrialized services with service contracts tied to business success. • Advanced self-service portals with virtual agent integration. • Automation at scale. • Collaboration spaces. • Smart offices. • Collaboration spaces, smart lockers, and dispensers. • BYOD/COPE policies. • Mobility/Remote work across the entire organization. • Emphasis on information security.



Customer Archetypes (3/4)

Organizations adopting a **Digital profile** typically belong to the Corporate segment, where strategic options related to how value is created and captured have already been decided, and the employee is a fundamental part of achieving the company's success. Additionally, the "anywhere, any device, anytime" principle, combined with core elements like collaboration and security, unattended support, etc., has the potential to incorporate smart office solutions, where physical office elements (lighting, temperature, climate control, information panels) are part of the Digital Workplace, with highly automated support through self-service and provisioning solutions, such as vending machines for spare parts, online device monitoring, and user experience. We also find companies that are intrinsically digital and, therefore, do not conceive of the workplace in any other way.

User-Centric companies have evolved from the Transformer type, accelerated by recent disruptions, usually in the large and medium-sized company segments. They aim to adopt managed services that allow them to evolve and streamline service delivery, as well as improve the employee experience for remote work and collaboration, with automation and self-service becoming increasingly important elements of service provision.



Customer Archetypes (4/4)

Transformer-type client companies are usually found in the large and medium-sized business segments that seek to adopt managed services to reduce the continuous operation of services that are not their core business. They value adopting digital workplace technology as a mechanism to increase employee efficiency and connection with the organization. Many of these companies often have divisions that adopt a Digital profile and often spearhead broader organizational adoption. Traditional companies are gradually evolving towards this profile as digital transformation inevitably permeates all organizations.

In small and medium-sized enterprises, there is more often a **Traditional** type of organization with disparate services at varying levels of maturity, such as having M365 implemented across the organization but with obsolete devices or reactive, ad-hoc services based on hourly technical support aimed at reducing direct costs.

The "Digital Workplace" has undergone significant evolution in the last two years. The hybrid workplace has been established since its forced emergence in 2020, with the mid-week working from home model widely accepted. Companies are dedicated to improving employee experience through outcome-based commitments with service providers and experience level agreements (XLAs), and they are beginning to leverage Generative AI as a spearhead for automation, creating new possibilities in the workplace and fostering greater collaboration, productivity, and employee satisfaction while increasing digital proficiency by enabling the use of natural language to interact with technology.

The Offering

In the market offering, workplace management services are typically framed as a division within general infrastructure management services and are currently a mix of traditional services based on human capital for reactive response to requests (incidents, complaints, support, service requests) combined with digital workplace elements to provide integrated and generalized services to employees.

However, as the market matures and evolves, clients prefer providers capable of understanding their business and sector with an offering of solutions and services that provide value from the outset, such as specific capabilities for generative AI, with resources and experience to meet the specific needs of individual market segments, including vertical markets. Each **requirement now has a business imperative, and workplace managers increasingly discuss the pain points faced by end-users in their daily operational work.**

It is a **business with tight margins, where scale is essential to offer advanced and innovative services** that help organizations take full advantage of the tools they already have or incorporate new technologies.



FlexxClient Solution (1/2)

From Penteo's perspective in the described market, the FlexxClient solution from the provider Flexible stands out.

Flexible serves numerous clients distributed evenly across all sectors of activity, mainly belonging to the corporate and large enterprise segments. Through its products, they manage over 700,000 users and their respective desktops. In recent years, it has experienced significant growth, positioning itself as a player capable of combining its vision as a product vendor and service integrator around Digital Workplace. Penteo first identified and positioned it as a player to watch in its 2022 Digital Workplace Universe.

Some of the specific features of the FlexxClient solution that align with the main market trends we described are:

- Deep understanding of the customer environment in real-time
- Improving productivity and thereby reducing overall IT support costs
- Adoption of automation to free up operations teams and improve the user experience
- Enhancing employee experience by adopting a culture of security, speed, agility, and results delivery



FlexxClient Solution (2/2)

Analyst Vision: Flexible enables the digital workplace concept by simplifying the provision and operation of the digital desktop under a **security paradigm**. It incorporates advanced monitoring and analytics elements to achieve a satisfactory user experience and automation for the most common operations for user self-service and support services, significantly reducing incident rates compared to traditional solutions thanks to a highly automated platform with self-repair capabilities. The market also identifies Flexible as a strong product provider with a fast return on investment, providing simplicity in a traditionally complex area. Together with partnerships, the level of engineer certification, and the innovation and development of practical solutions that are regularly incorporated into the product, give the company a high technological value profile.

Additionally, several benefits are identified with its adoption:

- **Automation:** Enables the helpdesk to resolve 70% of incidents in less than 5 minutes. Resolves 100% of incidents.
- **Cybersecurity Crisis**
Rapid intervention in cybersecurity crises related to the workplace or application deployment, achieving 100% workplace security.
- **Self-remediation**
Detects and auto-resolves incidents without user or technician intervention. KPI: 19%.
- **Security Updates:** Covers basic security pillars. Keeps all devices updated, allowing patching of all equipment as needed with a click or delegating security tasks to the support team. FlexxClient provides tools to ensure all devices are updated and supervised by a technician.



FlexxClient Solution – Key Benefits

- **Sustainability**
Controls equipment consumption and printing with CO2 measurement and allows applying saving policies.
- **Monitoring - Predefined or Easy-to-Create Dashboards: technical parameters, security, applications, inventories, locations, ...**
- **Automatic inventory and management of the physical and "online" park linked to the device's location.**
- **Application Inventory: Inventory of installed applications, their usage, and management, including automatic uninstallation based on usage thanks to SAM (Software Asset Management) capabilities.**



Demetri Rico – CEO of Flexible

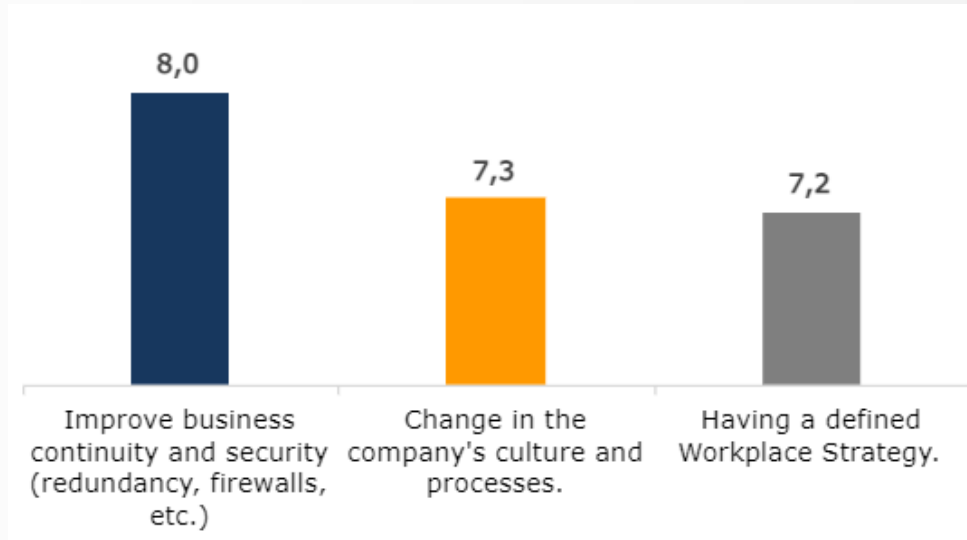
FlexxClient provides an end-to-end view of the hybrid workplace and endpoints, measuring employee experience, enabling immediate improvement and efficiency through self-resolution and automated actions, ensuring security measures are active on endpoints, and offering an integrated view of key indicators, all while delivering a great digital experience.



Key Factors

These key benefits confirmed by a solution like FlexxClient and the overall portfolio of Flexxible as a Digital Workplace provider are closely aligned with the main factors for choosing or adopting a truly digital workplace.

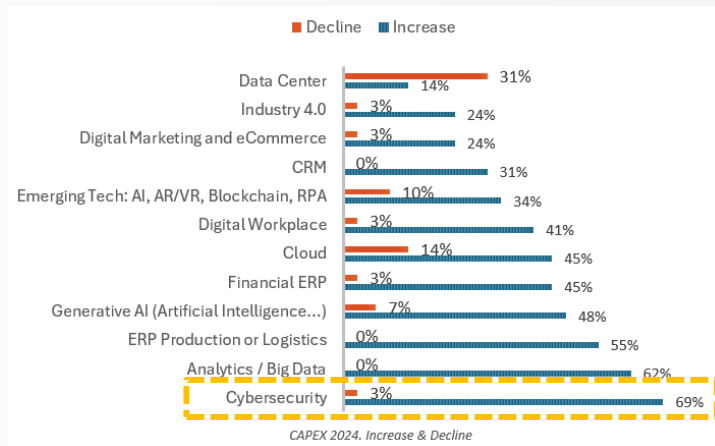
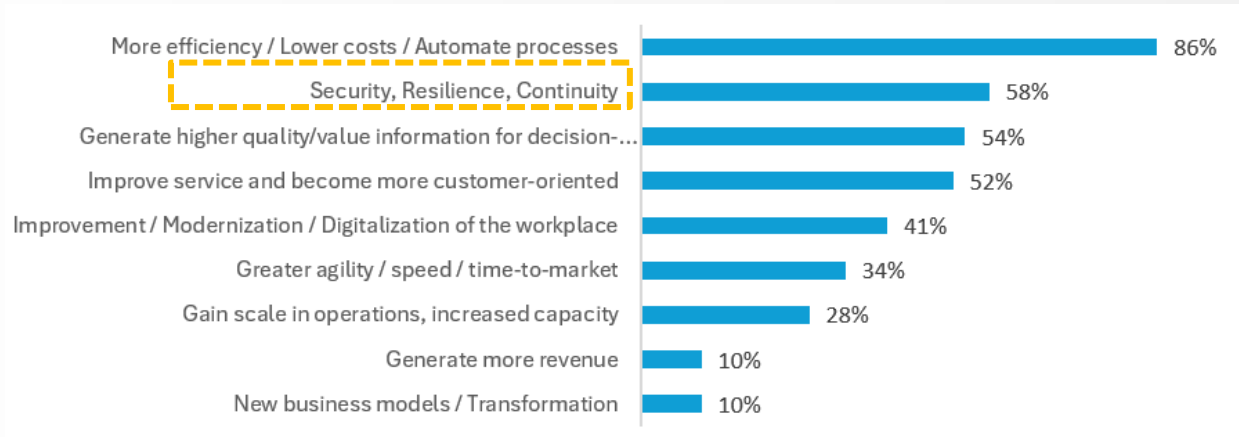
Firstly, as we can see in the graph below, **security and continuity** are combined with the **digital transformation** programs that companies have undertaken in recent years. Consequently, having a defined **Workplace strategy** is essential, which means having leadership and support from the company's management to change the culture and processes. Although this is not an easy task, it is more related to people and inertia than to the implementation of technology to truly become that Digital customer archetype.



Elements Influencing the Selection of Digital Workplace Services. Source: Penteo 2024.

Cybersecurity as the Main Driver (1/2)

As seen, cybersecurity is the most significant factor when choosing and committing to digital workplace services. At a broader and more strategic level, it is a must-have for most organizations. It is the **second priority for businesses** in terms of investment direction for 2024, and it is **also the area in CAPEX where the majority of organizations will increase their spending.**



Cybersecurity as the Main Driver (2/2)

Therefore, when applied to the digital workplace, enhancing workplace security becomes of critical importance. This is why Flexxible offers its clients the FlexxSecurity solution, which integrates with an EDR solution to ensure the protection of end devices and the continuity of the company's business.

Through this solution, clients gain the following benefits:

- **Defense Intelligence:** Provides unparalleled prevention capabilities by ensuring all tools are always operational and up-to-date.
- **Unified Management of Hybrid Workspaces:** Independently of intermediaries, offering 360° visibility of all workspaces and applications.
- **Agile Threat Response:** Swift response capability to threats and reduced assistance times through the provision of tools to react to detected incidents or vulnerabilities, allowing them to be prevented effectively.



Three Essential Capacities for Cybersecurity in the Digital Age

As we know, in an increasingly complex and dynamic digital world, security leaders and CISOs play a fundamental role in protecting organizations' information assets. To succeed in this challenging environment, CISOs need to develop three essential capabilities: **understanding, thinking, and acting.**

1. Capability to Understand:

CISOs must have a deep understanding of the cyber threat landscape, including the latest trends, attack vectors, and vulnerabilities. They must also understand the business and its operations, identifying critical information assets and the risks associated with each. This deep understanding of the business and threats is essential for the effective implementation of the best possible cybersecurity framework.

2. Capability to Think:

CISOs must be critical and strategic thinkers, capable of analyzing complex information, assessing risks, and making informed decisions. They need to be creative and innovative, able to develop effective security solutions that adapt to the changing needs of the business. This critical thinking capability is essential to tailor the chosen framework to the organization's specific needs.

3. Capability to Act::

CISOs must be strong and assertive leaders, able to effectively communicate security risks to executives and other stakeholders. They must be capable of efficiently and effectively executing security plans and managing diverse, high-performance security teams. This capacity to act is crucial for the successful implementation of the cybersecurity framework and best practices to ensure the desired level of security is achieved.



Integrating These Capacities into the EPSD Framework (1/2)

An appropriate framework that aligns both with the application of the digital workplace and perfectly with the FlexxSecurity solution we have seen is **the EPSD Framework (Endpoint Security Policy and Procedures)**.

This framework provides a practical guide for implementing an effective endpoint security program. By integrating this framework with the three essential capacities of CISOs, a comprehensive approach to cybersecurity can be created that is solid, adaptable, and effective.

Stage 1: Identification of Endpoint Security Requirements

At this stage, security officers must understand the specific security requirements of the organization's endpoints. This involves identifying critical information assets, the risks associated with these assets, and potential threats that could exploit these vulnerabilities.

Stage 2: Endpoint Security Risk Analysis (EPSA)

A detailed analysis of endpoint security risks must be carried out. This involves assessing the likelihood and impact of each risk and determining the necessary control measures to mitigate these risks.

Stage 3: Design and Development of Endpoint Security Policies and Procedures

Endpoint security policies and procedures should be designed and implemented to address the risks identified in the previous stages. This involves selecting the appropriate security tools and technologies, developing incident response procedures, and establishing change management processes. FlexxSecurity ensures the security policy with automation capabilities.



Integrating These Capacities into the EPSD Framework (2/2)

Stage 4: Implementation of Endpoint Security Controls

The endpoint security controls selected in the previous stage are implemented. This involves installing and configuring security tools, training users on the new policies and procedures, and testing the effectiveness of the implemented controls.

Stage 5: Continuous Monitoring and Improvement of Endpoint Security

The effectiveness of endpoint security controls must be continuously monitored, and ongoing improvements should be made to the security program. This involves conducting regular security audits, updating policies and procedures as necessary, and responding to new threats and vulnerabilities.

In summary, by integrating the three essential capacities that security officers need (Understand, Think, Act) with the EPSD framework, organizations can create **a robust and adaptable endpoint security program** that effectively protects their information assets and ensures business continuity in an increasingly challenging digital world.

A security officer who understands the latest cyber threats (capacity to understand) can use the EPSD framework to identify and assess the risk of ransomware attacks on the organization's endpoints (capacity to think). Subsequently, they can act diligently to implement security controls such as next-generation firewalls and intrusion detection software to mitigate this risk (capacity to act). **By combining the three essential capacities with an appropriate solution within the described EPSD operational framework**, organizations can create a **comprehensive approach to cybersecurity** that helps protect their assets (automatically) from constantly evolving threats.



Success Stories - FlexxClient

To complete the analysis, Penteo has verified some credentials of the mentioned solutions in Spanish companies. The following stand out, with their associated KPIs and, objectively, achieving great results:

Industry

Efficiency improvements focused on employees with the following success story and KPIs:

- 1** **6.252** annual tickets automated with FlexxClient
 - 2** **3,360** of the tickets prevent the user from continuing to work (User lockout, forgotten password, or System problem))
 - 3** FlexxClient self-remediates 95% of these tickets in less than 1 minute without human intervention and provides an automation for the remaining 5% to resolve in less than 3 minutes through the Helpdesk.
- ▶ By not having to wait for the resolution of 1 ticket: **45,243** hours recovered, **5,665** workdays, or **25.7** FTE employees

Public Administration

Improvement of user experience in an entity with over 50,000 workplaces. A complete transformation is carried out in 6 months, resulting in the following KPIs:

- KPI 1** Improvement in total annual accumulated incident time per user: from **224h** to **51h**.
- KPI 2** Resolution time reduced by **78%**
- KPI 3** Self-resolution without user knowledge or technician intervention: **19%**
- KPI 4** Diagnostic time reduced by **65%**



Success Stories - FlexxClient

Another success story analyzed is the project carried out for the Informatics Society of the Basque Government (EJIE).

The adopted solution collects and analyzes information from workstations and applications of end users, allowing the user experience to be analyzed across different work centers and facilitating faster and more proactive incident resolution.

From our perspective, with the analytical and automation capabilities of FlexxClient, it is possible to improve the experience of professionals and eliminate technological barriers.



**Josu González Palacios – Convergent Services
Management of EJIE**

Flexxible's closeness has been greatly noticed, being a new tool for us. Once you start seeing the tool in operation, you see all its potential and cases that were not initially considered but can also be covered by the tool.



Key Future Direction (1/2)

In general terms, the fundamental purpose of the digital workplace has remained unchanged over the years: **to centralize tools, resources, and information so that employees, regardless of their location or device, can perform their duties effectively.** This optimized platform seeks to foster collaboration, maximize productivity, ensure cybersecurity, provide flexibility, and ultimately enhance the overall employee experience. This approach **facilitates connection among employees and allows them to reach their full potential within a modern and adaptable environment.** To achieve this, technology is used intentionally to enhance staff capabilities, considering generational diversity and individual needs and perceptions. Some key future directions include:

- **Extend access to the digital workplace** to deskless employees, primarily through access via corporate or personal mobile devices.
- **Empower knowledge workers by providing access to generative AI**, such as specialized generalist GPTs, and productivity platform assistants.
- **Promote collaboration by using the available tools** (Teams, Meet, Zoom, etc.) to fully deploy their potential for communication and teamwork.
- **Focus on the moments that matter in the employee lifecycle within the organization**, such as the onboarding phase, regular learning, implementing recognition programs, and enhancing digital experiences.



Key Future Direction (2/2)

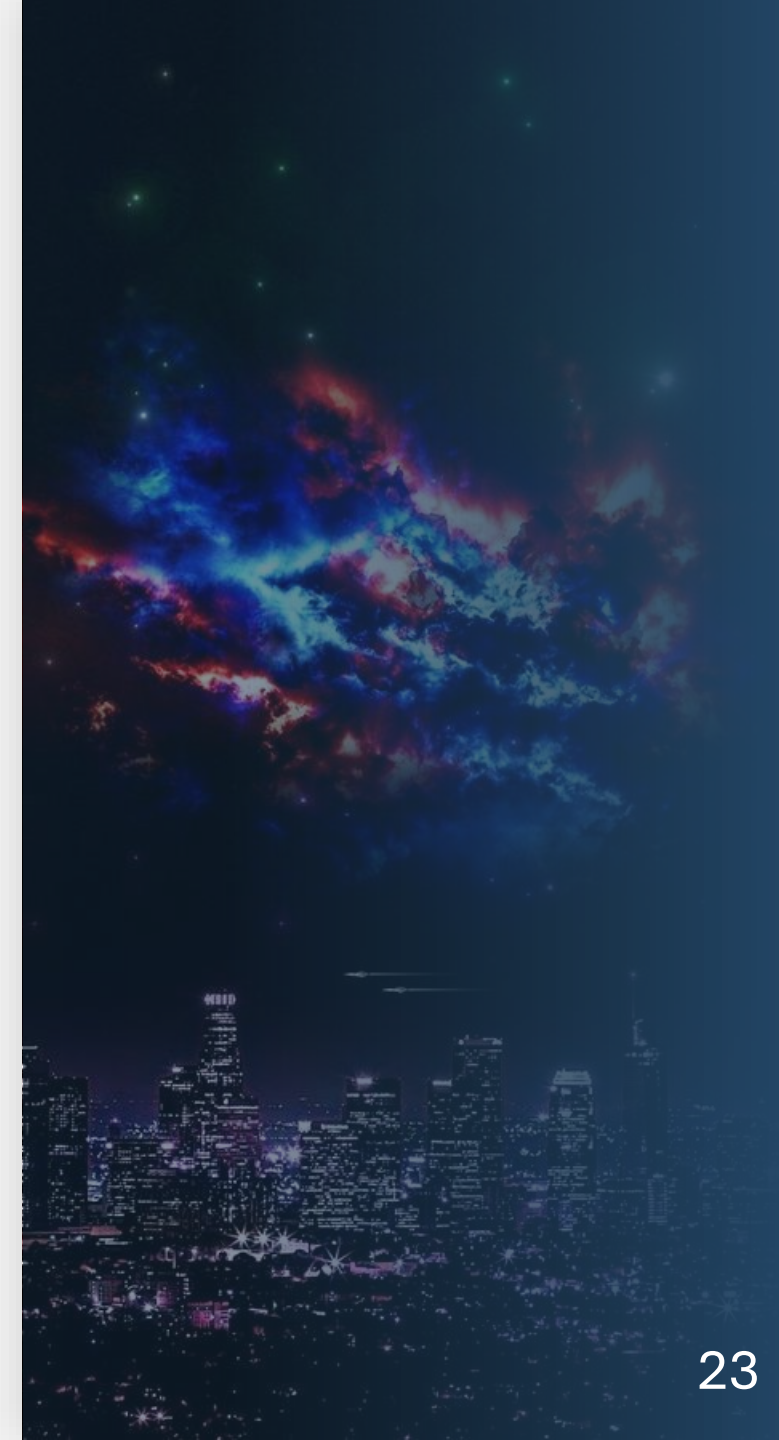
- o **Move towards a unique and coherent digital experience in the workplace**, tailored to each employee's needs, ensuring accessibility and usability, and available across all applications.
- o **Develop new practices around analytics** to help teams drive productivity and maintenance services operate proactively and efficiently, with the user at the center.
- o **The growing demand for a more automated workplace** means companies must assess how the regular use of AI, intelligent automation, and robots will energize their work strategies. To gain a competitive advantage, high-performing employees should be encouraged to create and share AI tools or personalized portfolios of applications, tools, and smart technologies to elevate digital skills within the organization.
- o **Lastly, and perhaps most importantly, cybersecurity is and will continue to be a fundamental pillar.** Without cybersecurity, digital transformation within companies will not be possible. This cybersecurity must be conceptualized by design in all solutions and projects undertaken. In this way, we will minimize the key metric in this area, RONI: Risk of Non-Investment instead of ROI.



“ **Sebastian Prat – Founder and CVO (Chief Visionary Officer) de Flexxible**

At Flexxible, we envision a future where artificial intelligence and cybersecurity converge to create more secure and advanced digital workspaces. FlexxClient is the first step towards that vision.

”



PEN~~TEO~~

DIGITAL - INNOVATION - TECHNOLOGY



CUSTOMER & TECHNOLOGY EXPERIENCE

Advanced Digital Workplace Management Solutions

+34 902 154 550

info@penteo.com

PEN~~TEO~~